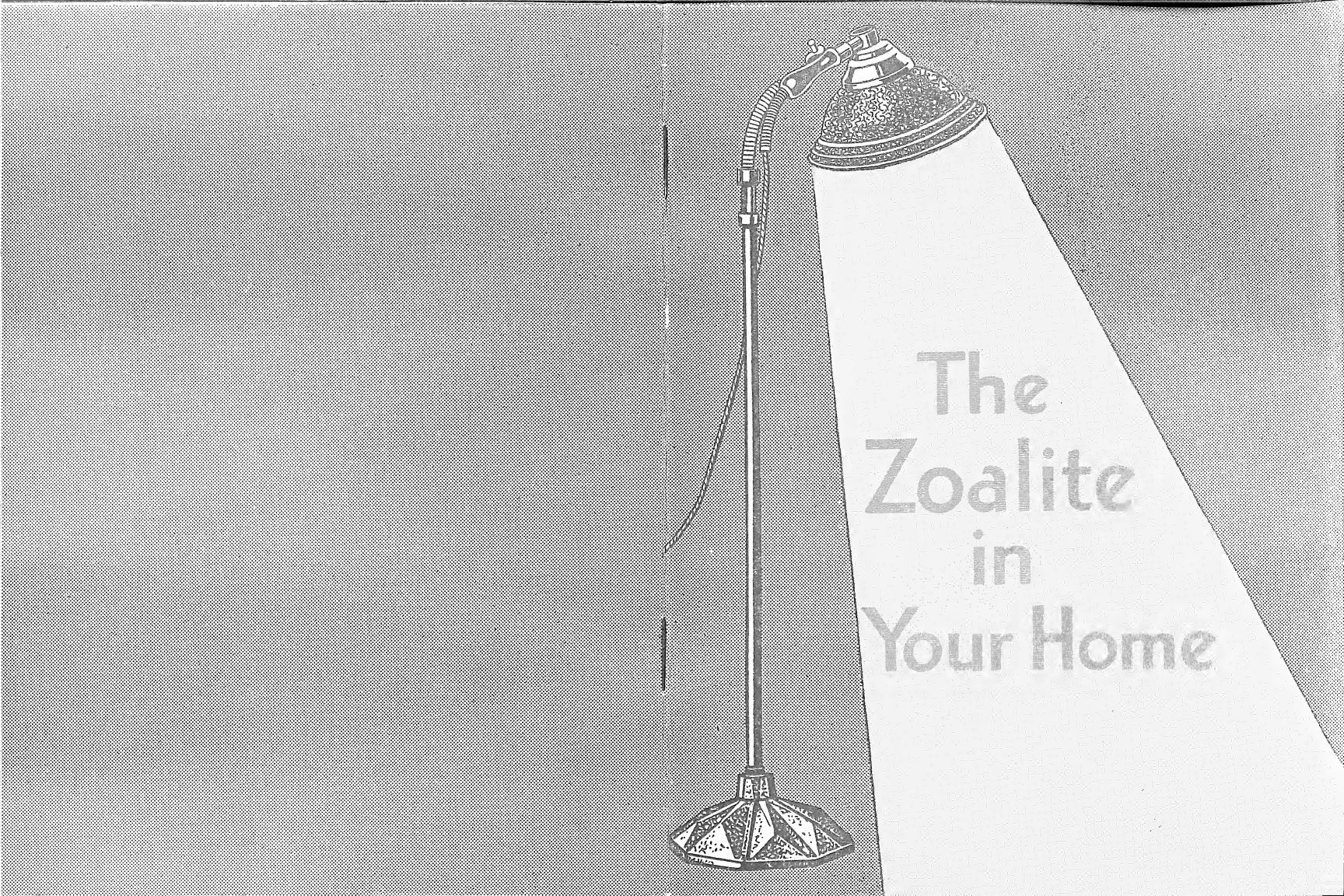
The
Zoalite
in
Your Home

THE ZOALITE IN YOUR HOME

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Scientific Heat

MOST FOLKS get a queer kick out of self-diagnosis. We think this is a dangerous procedure. When one is sick he should play safe — call in a physician and follow his directions carefully.

But human nature is a curious thing. Most of us experience a sort of intellectual thrill in walking into a drug store and, in an authoritative voice, ordering citrate of magnesia, tincture of digitalis, cocillana compound or some other widely used preparation.

The shelves of medicine closets are well stocked with nationally advertised products and almost everybody has two or three favorite remedies which grandma made use of such as sulphur and molasses in the springtime or corn-meal water for boils.

One of the most ancient of these household remedies is heat — heat in the form of hot water bottles, electric pads, mustard baths, hot drinks, red flannels, more blankets and what have you. It is to heat that the mind almost subconsciously turns when pain strikes at members of the household. This is well, for of all the agencies which we use without benefit of doctor, heat is the most valuable, the most reasonable and the most effective.

This little book is about heat — 20th century heat — heat that is scientifically produced, applied and con-

trolled — heat that we shall call by the more prepossessing but none the less accurate name of Infra-red radiation.

May we say again, emphatically, that sick persons belong in a doctor's office; but insofar as an Infra-red lamp is concerned, any physician will O. K. it for use in certain conditions.

It is the object of this little book to suggest what these conditions are and why one can employ an Infra-red lamp with the assurance that he is making use of a safe, reliable and scientific instrument.

The Physics of Infra-red

We have no intention of entering into a long discussion of the physics underlying Infra-red radiation; but we do desire to present sufficient evidence to establish it upon an undeniably scientific basis.

Therefore if you have no interest in the mechanical angle and are concerned only with what the lamp will do, skip this brief chapter and read the next one.

As almost everybody knows, sunlight is made up of seven visible colors called the spectrum. If you have seen a rainbow you have seen the spectrum because the rainbow is the spectrum. Beyond the violet end of this spectrum is an invisible color, Ultra-violet. At the other end of the spectrum, beyond the red, is another invisible color called Infra-red.

Earache, toothache, and common colds will often yield to the soothing, penetrative influence of the Zoalite Infra-red rays. The mother in this picture is using the hand-lamp. Model RV-80.

Nothing is so potent as Infra-red in relieving the pain incident to those conditions peculiar to women. The Zoalite should be used first on the feet and legs, then over the abdomen. Floor-stand model is shown in use—RV-85.

These two rays are opposites. The Ultra-violet can not be seen because its wave lengths are too short for the eye to register; the other, the Infra-red is invisible because its wave lengths are too long to affect the retina. Both are tremendously valuable and either one can be used to advantage in more conditions than any other single agency in the entire realm of medicine.

Each of these rays has a definite place in the home. Ultra-violet is unequalled as a means of health preservation, of stimulating all the vital processes, of building up a powerful resistance against disease. Infra-red stands just as much alone as a means of relieving pain, congestion and inflammation.

Science has clearly demonstrated that the longer colors are the most penetrating—orange, red and Infra-red. It is this penetrative characteristic which gives to Infra-red its therapeutic or medicinal value. When these rays hit the skin, they go on through into the tissues. The capillaries in the skin relax, thus inducing a markedly increased flow of blood to the area being treated. This rush of blood to the skin is called a hyperemia or reaction. Most of us would say, "Look how red I'm getting." That red is the hyperemia. Naturally when the blood comes rushing to the skin, congestion somewhere deep within the body is relieved. That's what we mean by decongestive action.

Following the hyperemia, the rays exert an anes-

thetic action upon the surface of the skin being treated and an analgesic influence upon the entire body. Thus pain is relieved and slumber induced. It is a common thing for folks to doze off during an exposure to Infra-red.

And now having decided to buy an Infra-red lamp for the home, let's see just when and where and how we ought to use it.

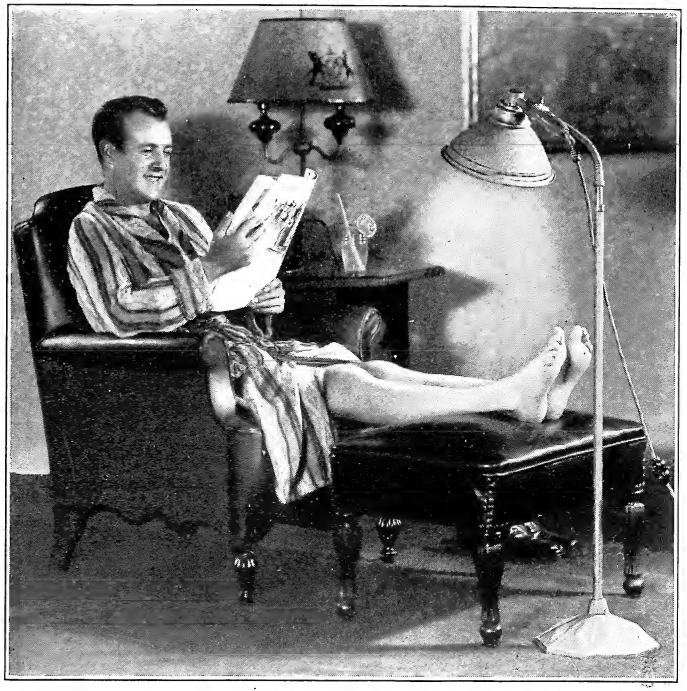
Home Uses for the Zoalite

All mankind, and especially those of us who live in those zones where the weather changes abruptly from one extreme to another, have felt an urgent need of heat — heat that would envelop us and penetrate to the very marrow of our bones to drive out the chill lodging there. We have resorted to hot drinks, mustard baths, hot water bottles, electric pads and various other devices, sometimes with a measure of success, frequently in vain.

To Prevent Colds

There is nothing that can in any way compare with the Zoalite for use after an exposure to cold or rain.

The Infra-red rays not only warm the skin but penetrate deep into the tissues. As a result, the circulation is normalized, the danger of a congestive chill



Who hasn't had the experience of getting wet? The Zoalite will take the danger out of such misfortune by normalizing the circulation and thus preventing a congestive chill and a possible heavy cold or pneumonia.

Folks are always getting bruised or bumped. The rays from the Zoalite will take the soreness and inflammation out of sprains, bruises and minor injuries. It is unequalled for use by the athletic trainer. The lamp being used in this picture is the table model, RV-90.

passes and the dread possibilities that sometimes develop from a cold are avoided.

Painful Menstruation

Many women suffer considerable pain at regular intervals due to certain functional disturbances peculiar to their sex. Heat is the universal procedure in this condition. The Infra-red rays of the Zoalite bring relief in this condition due to the rapid decongestive action. It should be used on the feet and legs for a few minutes and then over the abdomen. Women the world over are using the lamps regularly for this condition.

Bruises and Minor Injuries

From babyhood on through the years we humans are constantly hurting ourselves. We fall, bump into things, cut ourselves, get snarled up in automobile wrecks and sustain a wide variety of minor injuries. For all these things — for bruises, sprains, minor injuries of all kinds, the Zoalite is unequaled. It will quickly relieve the soreness and reduce the inflammation.

Athletic Injuries

This makes the Zoalite particularly valuable in athletic injuries. Football, basketball, baseball, track, tennis and even golf are attended with frequent minor injuries. Charley-horse, sprains, bruises, sore muscles,

shin splints and various other conditions characteristic of athletics, are a fertile field for Infra-red radiation.

Many famous coaches, among them Knute Rockne of Notre Dame, have used and endorsed the Zoalite for handling these minor or athletic injuries. Most of the major league baseball teams carry lamps with them continually during the playing and training season.

Every person who is the parent of a boy knows that scarcely a day passes but that the lad will come in with a new cut, bump or sore spot. Use the Zoalite on these places. Heal them quickly. Minimize the danger of infection.

To Relieve Pain

Remember your Zoalite in the hour of emergency. Pain strikes suddenly almost invariably with no warning of its approach. The lamp will usually soothe the pain and quiet the sufferer until the physician arrives. This analgesic sedative action of Infra-red rays may be relied upon for the relief of pain generally.

Insomnia

Many persons who have bought Zoalites tell us that they fall asleep during the treatment. They should. The decongestive action of the rays plus their influence upon the nerve endings will induce slumber. Individuals suffering from insomnia would do well to employ the Zoalite, using it far enough away so the rays reach him gently like the sunshine of early sum-

Emergencies arise in every home — emergencies when pain strikes suddenly and without warning. In such an hour, while waiting for the doctor — the Zoalite may be used successfully to bring relief. The family physician will be able to suggest many uses for this lamp.

When the Zoalite is in the home many accessory uses will be found for it. Among them are drying the hair. The rays, by bringing the blood to the surface of the scalp, will do much toward improving the hair.

mer. He will find it difficult to keep awake, and if he falls asleep under the lamp it will do him no harm at all. We have, however, placed a switch on the line within easy reach so that when one feels drowsy he can easily turn the lamp off.

How To Apply

As a rule, use the lamp near enough to the skin so that it feels real hot but is not actually uncomfortable. 24 inches is the average distance. The lamp should be used from twenty minutes to a half hour two or three times a day.

When the lamp is in your home you will find several other accessory uses for it. For instance, women will find it ideal for drying the hair and the rays by bringing the blood to the surface will do much toward improving the condition of the scalp by stimulating the nutritional processes. Used for a few minutes on the face prior to a massage, the Zoalite will make the skin more pliable and will improve its tone.

Mothers will find the Zoalite a most convenient agency for keeping the baby warm during his bath.

Some Mechanical Details

Undoubtedly, you have a fairly accurate impression of what our Infra-red lamp looks like from illustrations in this booklet.

The lamp is furnished in three models — a hand lamp which you will find convenient for treating a

wrist, knee or some other equally accessible part; a table model; and a floorstand which is perhaps the most practical type of the three. This floorstand model is light and therefore easily carried but the base is properly proportioned so that it will not tip readily. It can be adjusted to any height or any angle which may be desired. These lamps are finished in a beautiful peacock blue satin luster with nickel trimming and a jaunty stripe of orchid around the reflector and an orchid handle.

The element, or burner, with which the Burdick Infra-red lamp is equipped, is doubtless the most efficient generator of Infra-red rays on the market. One to two minutes after the current has been turned on it emits a stream of Infra-red that can be detected ten feet away. This element is exceedingly durable but if you should drop and break it, it can be replaced at a nominal cost. It can not be duplicated anywhere else because it is completely covered by patents.

Our reflector was selected after a very careful study of more than one hundred different reflector curves. We call it our Corolla reflector because it so much resembles that particular part of a flower.

The Infra-red lamp plugs into any ordinary light socket. It has a switch on the line so that when you become drowsy and just before you sail away in your dream ship you can reach out languidly and snap off the current.